

## FINAL DELIVERABLE

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committee could create a community “buddy system” in which new residents are paired with older residents to exchange contact information and advice about living in the community. This resource should be made available to all newer residents rather than those coming from different backgrounds. This partner system would allow both old and new residents to connect with each other, creating a more close-knit town. Lastly, the establishment of a Cultural Committee within the existing Chamber of Commerce would provide more civic engagement opportunities for minorities and women—this being one of the other goals expressed by Maquoketa leadership.

- **Updating the Maquoketa Website**

The current Maquoketa Chamber of Commerce website includes a “Moving Here” packet that details community resources for incoming residents. While the packet is abundant in resources, many facets need updates; and many community leaders are unaware of its existence. If Maquoketa redesigns and updates the resources on their website, new and old residents would have an easier time accessing important community resources such as upcoming events, postal/garbage information, nearest hospitals, and local business information. The redesign of the website could function as a fascinating volunteer opportunity for Maquoketa High School students who are in touch with newer forms of technology and their community. Students could exchange their time working on the website for official community service hours. It is important that the website is translated into other languages (particularly Spanish) in order to make these resources accessible for non-native English speakers. This also offers an interesting volunteer opportunity for high school students studying Spanish or taking part in the high school’s Spanish Club, for they could gain valuable skills in translation, as well as service hours.<sup>x</sup> Lastly, it is important to note that an abundance of Maquoketa residents do not have at-home computer access. According to the US Census Bureau, 18.2% of Maquoketa households do not have a computer, and 26.2% lack broadband Internet Services.<sup>xi</sup> In order to ensure all residents—new and old—can utilize the website, the Maquoketa Public Library could link their computer homepages to the new-and-improved site, automatically engaging those who do not have a personal computer to view these resources.

#### **SURVEY QUESTIONS:**

- Have you ever utilized the city’s website?
- Do you have any interest in joining a cultural committee?
- Do you feel accepted and/or welcomed in Maquoketa?
- Would you attend a cultural festival?
- How can Maquoketa's leadership be more inclusive?

#### **NEXT STEPS:**

- Speak with local businesses about sponsoring local events to welcome new citizens
- Send out survey(s) to residents
- Gather volunteers for a cultural committee

Endnotes:

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<sup>i</sup> U.S. Census Bureau *Quickfacts: Maquoketa City, Iowa*.  
[www.census.gov/quickfacts/maquoketacityiowa](http://www.census.gov/quickfacts/maquoketacityiowa).

<sup>ii</sup> “Moving Here.” *Maquoketa Chamber*, [maquoketachamber.com/moving-here/](http://maquoketachamber.com/moving-here/).

<sup>iii</sup> “Making It Home in Spring Valley.” *UMN Extension*, [extension.umn.edu/source-magazine/making-it-home](http://extension.umn.edu/source-magazine/making-it-home).

<sup>iv</sup> “Making It Home.” *Welcome New Residents | UMN Extension*, [extension.umn.edu/rural-brain-gain-migration/making-it-home](http://extension.umn.edu/rural-brain-gain-migration/making-it-home).

<sup>v</sup> “Spring Valley Community Foundation.” *Spring Valley Area Community Foundation*, 11 Nov. 2021, [smifoundation.org/spring-valley/](http://smifoundation.org/spring-valley/).

<sup>vi</sup> “Cultural Festival Featuring Food, Music Set for Sunday, November 17.” *Hastings College*, 14 Nov. 2019, [www.hastings.edu/news/cultural-festival-featuring-food-music-set-for-saturday-november-17/](http://www.hastings.edu/news/cultural-festival-featuring-food-music-set-for-saturday-november-17/).

<sup>vii</sup> “Festivals Can Bring a Community Together.” *Center For Rural Affairs - Building a Better Rural Future*, [www.cfra.org/blog/festivals-can-bring-community-together](http://www.cfra.org/blog/festivals-can-bring-community-together).

<sup>viii</sup> “YWCA.” *YWCA Adams County Nebraska*, 1 Dec. 2021, [www.ywcaadamscounty.org/](http://www.ywcaadamscounty.org/).

<sup>ix</sup> Sinclair, M., O’Toole, J., Malawaraarachchi, M. *et al.* Comparison of response rates and cost-effectiveness for a community-based survey: postal, internet and telephone modes with generic or personalised recruitment approaches. *BMC Med Res Methodol* 12, 132 (2012).  
<https://doi.org/10.1186/1471-2288-12-132>

<sup>x</sup> “Clubs & Organizations.” *Maquoketa Community School District*, 29 Oct. 2021, [www.maquoketaschools.org/activities/clubs-organizations/](http://www.maquoketaschools.org/activities/clubs-organizations/).

<sup>xi</sup> U.S. Census Bureau *Quickfacts: Maquoketa City, Iowa*.  
[www.census.gov/quickfacts/maquoketacityiowa](http://www.census.gov/quickfacts/maquoketacityiowa).